

JENESSA BARNES

MARKETING MANAGER

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in/jenessa-barnes

Marketing Manager with a strong design background, combining creative expertise and strategic insight to drive brand growth and engagement. Experienced in leading cross-functional teams, executing data-driven campaigns, and maintaining consistent brand identity. Skilled in leveraging design principles to optimize user experiences and deliver measurable results.

WORK EXPERIENCE

Marketing Manager & Brand Designer (May 2022 - Present)

Specialized Bicycle Components - Custom & Purist Collective, Morgan Hill, CA

- eCommerce & Web Management: Optimize e-commerce sites, enhancing user experience, adding products, updating content.
- Paid Media Management: Lead paid ad campaigns across search and social, tracking ROI and performance.
- Email Campaigns: Create and manage targeted email campaigns, A/B testing, and adjusting strategies based on performance.
- Social Media Management: Develop and manage social strategies, content creation, collaborations, and affiliate programs.
- Content Creation & Management: Oversee content production, directing photo/video shoots and aligning with brand goals.
- Promotion & Project Management: Plan and execute promotions, managing strategy, schedules, and omni-channel distribution.
- Budget & Vendor Management: Manage marketing budgets, vendor relationships, and oversee cost-effective solutions.
- Design & Visual Assets: Create digital and print assets for campaigns, aligning with brand strategy and objectives.
- Brand Development: Design brand identities, brand books, and marketing materials to align with brand values and mission.
- Market Research: Conduct analysis on consumer behavior, competitors, and brand positioning.
- Community & Event Management: Manage partnerships, campaign logistics, content creation, and trade show materials.

Freelance (May 2021 - Feb 2023)

Independent Contractor, Bay Area, CA

- Social Media & Content Creation: Developed content strategies to boost brand visibility and engagement across platforms.
- Graphic Design & Campaign Assets: Designed brochures, digital assets, and email templates for marketing campaigns.
- Website Content & Layout Management: Optimized website content and implemented design updates to enhance user experience.

Marketing Manager (January 2017 - May 2021)

Rootstock, Los Gatos CA

- Creative Asset Design: Created brochures, flyers, posters, and digital content to promote brand initiatives.
- Social Media Strategy & Management: Optimized social media channels to drive brand awareness and engagement.
- E-Commerce & Membership Management: Managed e-commerce operations, inventory, and customer satisfaction.
- Membership Administration: Handled 600+ wine club accounts, including subscriptions, cancellations, and billing.
- Event Coordination: Managed event logistics, ensuring seamless execution and alignment with marketing goals.

Content Creator and Graphic Designer (December 2018 - April 2020)

Spin Nest Marketing, San Jose CA

- Marketing Materials Creation: Designed print and digital assets (social media graphics, brochures, email campaigns) to boost brand visibility and engagement.
- Brand & Web Design: Collaborated on web design and logo development, ensuring alignment with brand guidelines.
- Integrated Campaigns: Planned and executed tailored marketing campaigns for diverse clients.
- Creative Direction: Led creative direction for print and digital projects, ensuring consistent brand messaging.
- Social Media & Content Management: Managed content creation and social media for multiple clients, driving engagement and community growth.

EDUCATION

ART DIRECTOR PROGRAM	(2021)
Miami Ad School	
CERTIFIED ESTHETICIAN	(2017)
Gavilan College	
B.S.IN ADVERTISING	(2012-2014)
San Jose State University	

SKILL SETS

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|----------------------------|---|
| - Creative Thinking | - Marketing Strategy |
| - Collaboration | - Brand Identity Development |
| - Adaptability | - Social Media Management |
| - Problem-Solving | - eCommerce Management |
| - Time Management | - Management of Paid Media Campaigns |
| - Communication | - Graphic Design (Adobe Creative Suite) |
| - Attention to Detail | - Email Marketing & Automation |
| - Leadership | - Content Creation & Editing |
| - Customer-Centric Mindset | - UX/UI Design |
| - Critical Thinking | - Budget & Vendor Management |
| - Emotional Intelligence | - Analytics & Performance Tracking |
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- Website Platforms: Shopify, Wordpress, Squarespace, Wix
 - Design: Adobe Suite, Figma, Canva, Procreate
 - Video Editing: Premier Pro, Final Cut Pro, After Effects
 - Presentations: Google Slides, Power Point, Keynote, Figma
 - Analytics: Google Analytics, Google ads
 - Email &Automations: Klaviyo, MailChimp, Constant Contact
 - Social Media Management: Sprout Social, Hootsuite
 - Ad Manager: Meta, Pinterest, Tik Tok, Reddit, LinkedIn
 - Project Management: Confluence, Miro